

REMARKS/ARGUMENTS

In the Specification, the second and third paragraphs have been amended to correctly cite applications to which this application claims benefit and to which this application is related.

In amended FIG. 1, the previously omitted element numeral 100 has been added.

In the claims, Claims 1-12 and 14-33 are pending in the above-referenced application.

Additionally, claims 1-12 and 14-17 were rejected by the Examiner under 35 U.S.C. §103 under Dedrick (U.S. Patent No. 5,724,521) in further view of Angles et al. (U.S. Patent No. 6,385,592 B1). Applicants respectively traverse the examiner's rejection of claims 1-12 and 14-17 and reserve the rights to further pursue these claims in later prosecution. However, in order to further progress of the application, applicants submit amended claim 1 and new claims 18-33 responsive to the Final Office Action of June 13, 2003. An appendix showing the amendments to the claimed invention is included following these remarks.

Claim 1 is amended responsive to the Final Office Action of June 13, 2003. The amendment includes further characterization of the "marketing attribute" as being "configured to describe what marketing objects can be received by the marketing object container." This added restriction is intended to address the Examiner's concerns by further distinguishing marketing attributes from other types of attributes associated with web pages and web page visitors. Specifically, the amendment is configured to distinguish marketing attributes characterizing a marketing container from "characteristics which correspond to individual end users" as discussed in the Abstract of Dedrick and cited by the Examiner. In addition, claims 2-5 depend from amended claim 1 and Applicants submit that claims 2-5 are also in condition for allowance for similar reasons as those stated above for amended claim 1.

New Claims 18, 19 and 20 are dependent on amended claim 1. Claim 18 further characterizes the marketing attribute as being related to a type ad banner and claim 19 further characterizes the marketing attribute as being related to a cross-sell feature. Each of these characterizations is intended to further distinguish the marketing attribute of the invention from the prior art cited by the examiner. Claim 20, adds an additional step wherein the marketing attribute is used in selection of a marketing object for display in the marketing object container. Claim 21 is dependent on new claim 20, and recites that the selection of a marketing object is also responsive to a visitor attribute. Claims 20 and 21 highlight the distinction between a marketing attribute and a visitor attribute, and are thus responsive to concerns of the Examiner as expressed in the Final Office Action of June 13, 2003.

New Claim 22 is a claim narrower in scope than rejected claim 1 and is thereby meant to be responsive to the Final Office Action of June 13, 2003. In addition to the limitations of rejected claim 1, new claim 22 further characterizes the “marketing attribute” as being selected “to characterize the marketing object container as having a campaign type.” This added restriction is designed to address the Examiner’s concerns by further distinguishing marketing attributes from other types of attributes associated with web pages and web page visitors. In addition, as compared with rejected claim 1, new claim 22 includes “automatically associating the marketing attribute with the marketing object container” as a separate step.

New claims 23 and 24 are dependent on new claim 22 and each further define the campaign type, that the marketing object container is characterized as having by the marketing attribute. These claim restrictions further distinguish “campaign type” as something different than visitor characteristics found in the cited prior art.

New Claim 25 is a claim narrower in scope than rejected claim 1 and is thereby meant to be responsive to the Final Office Action of June 13, 2003. In addition to the limitations of rejected claim 1, new claim 25 further characterizes the “marketing attribute” as being selected “to characterize the first marketing object container as having a relationship with a second marketing object container.” This added restriction is designed to address the Examiner’s concerns by further distinguishing marketing attributes from other types of attributes described in the prior art. In addition, as compared with rejected claim 1, new claim 25 includes “automatically associating the marketing attribute with the marketing object container” as a separate step.

New claims 26 and 27 are dependent on new claim 25 and each further define the relationship between the first marketing object container and the second marketing object container. These restrictions are configured to further distinguish the marketing attribute from the prior art.

New Claim 28 is a claim narrower in scope than rejected claim 1 and is thereby meant to be responsive to the Final Office Action of June 13, 2003. In addition to the limitations of rejected claim 1, new claim 25 further characterizes the “marketing attribute” as being selected “to characterize the marketing object container as having a timing or priority of display of a marketing object within the marketing object container.” This added restriction is designed to address the Examiner’s concerns by further distinguishing marketing attributes from other types of attributes described in the prior art. In addition, as compared with rejected claim 1, new claim 28 includes “automatically associating the marketing attribute with the marketing object container” as a separate step. New claim 29 is dependent on new claim 28.

New Claim 30 includes claim elements that are broader and narrower in scope than rejected claim 1. The Examiner is requested to consider this claim in that it is meant to better characterize the scope of the invention. New claim 30 includes “selecting the marketing attribute to characterize a marketing campaign of the first marketing object container;” to which the Examiner’s attention is directed. It is the Applicants belief that attributes of a marketing campaign are not found in the “user characteristics” of the cited prior art.

New claims 31, 32, and 33 are dependent on new claim 30. New claim 31 further characterizes the marketing attribute. New claim 32 includes “selecting” and “identifying” and proscribes a temporal relationship between these actions. This temporal relationship clearly indicates that claim 32 covers embodiments of the invention wherein use of the marketing attribute is not dependent on identification of a visitor to the web page – or characteristics of that visitor. Claim 33 specifies a specific type of marketing campaign.

For the Examiner’s convenience the following examples of support within the disclosure for amended and new claims are provided. These examples are illustrative and are not exhaustive of the support available.

Claim 1: See page 15 last paragraph;

Claim 18: See page 16;

Claim 19: See page 16;

Claim 20: See page 18;

Claim 21: See page 19 first full paragraph;

Claim 22: See page 15 last paragraph;

Claim 23: See pages 16 & 17 for a variety of disclosed promotions;

Claim 24: See page 17;

Claim 25: See page 15 last paragraph, page 25 and FIG. 11;

Claim 26: See pages 16 & 17;

Claim 27: See pages 16 & 17;

Claim 28: See pages 16 & 17, and page 22 third full paragraph;

Claim 29: See pages 16 & 17, and page 22 third full paragraph;

Claim 30: See page 16, FIG. 16 and page 13 second full paragraph;

Claim 31: See bottom of page 15;

Claim 32: See bottom of page 18 (Step 412) and top of page 19 (step 418); and

Claim 33: See page 17.

CONCLUSION

Based on the above amendments and remarks, Applicants respectfully request the entry of the above amendments and submit that, as amended, all pending claims are in condition for allowance. Thus, the claims of the present application are believed to be allowable based on Applicants' above amendments and remarks. Upon consideration of the Request for Continued Examination submitted herewith and entry of the above amendments and remarks, Applicants submit that the application is in condition for allowance, and respectfully request the issuance of a Notice of Allowability.

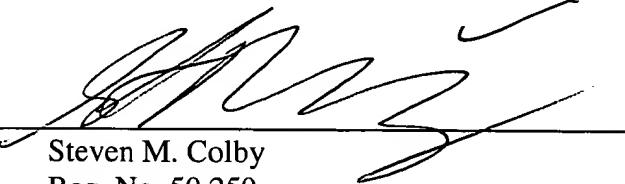
If the Examiner has any questions or would like to discuss this case, he is invited to contact the Applicants' undersigned representative at the number given below.

Respectfully submitted,

Chun R. Xia et al.

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